

Britannica acquires
(Continued from page 1)

Actually, Britannica is no stranger to the educational software market. They also publish DesignWare programs, a line of entertaining learning software that can be personalized to grow with each child, and EduWare® programs, learning software with a more traditional step-by-step instructional approach.

Crystal Lake on map
(Continued from page 1)

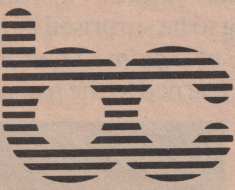
His classes have also been mentioned on major TV and radio stations as well as in hundreds of other magazines including several financial publications like *Financial Services Times* and *Financial Product News*.

After completing Mr. Lapp's Blue Chip program, students end up with more financial savvy than the average college graduate.

In fact, most adults are hard pressed to tell you the differences between *puts* and *calls*, *long* and *short positions*, *Fannie Mae* and *Fed*. But not the students in Mr. Lapp's Blue Chip classes.

Blue Chip's financial and business simulation programs have proven extremely effective over a wide range of educational and classroom uses--from fifth grade through college.

All three programs, *Millionaire*, *Tycoon* and *Baron*, are also available in a special curriculum package called *The Economics Challenge*, which includes a wealth of classroom materials.



BLUE CHIP SOFTWARE

Published by DesignWare®, Inc.
A BRITANNICA LEARNING COMPANY

Call toll-free (800) 572-2272 to order or to obtain the name of a dealer near you. Or write Blue Chip Software, Dept. 687, 185 Berry St., San Francisco, CA 94107.

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Blue Chip Software: 5 Ways
(Continued from page 1)

The amazing thing is that *anyone* can do it. All it takes is a few fun-filled hours with any one of Blue Chip's five simulation programs.

The five simulations include *Millionaire*, *Tycoon*, *Baron*, *Squire* and *Managing for Success*.

All five are available directly from Blue Chip Software (see order

form below) or at computer software centers everywhere.

Plus, just for educators, there's **The Economics Challenge**. It's a special three-product package that also includes classroom materials.

For more detailed information on these unparalleled simulation programs, see pages 2 and 3.

Can you afford not to learn more about how to invest your money? Or about how to run a business? Don't miss out on the experience -- or the fun of it!

**Order your
Blue Chip Software
Right Away!**

**Call 800-572-2272
(orders only)
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Qty	Program Title	Computer Format	Unit Price	Amount

All Blue Chip programs require a disk drive.	Subtotal
CA residents Add 6½% Sales Tax	
TOTAL	

Name _____

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City _____ State _____ Zip _____

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☐ Check or money order enclosed (make check payable to DesignWare, Inc.)

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☐ Charge to my ☐ VISA® ☐ MasterCard® Exp Date

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Please send me your FREE Catalogs for ☐ DesignWare ☐ EduWare ☐ Lab Packs

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BLUE CHIP JOURNAL

VOL. I NO. 2 *** A CATALOG OF SOFTWARE SIMULATIONS FOR BUSINESS & PERSONAL INVESTMENT SUMMER, 1987

Britannica acquires
Blue Chip Software.

CHICAGO, 1986--The world's most respected publisher of high quality educational and resource materials, Encyclopædia Britannica, acquired Blue Chip Software.

The acquisition is a natural. Blue Chip's software is the most extensive and realistic line of investment and business simulation software available anywhere.

And Britannica is dedicated to publishing educational materials renowned for their unsurpassed quality, depth and accuracy.

Says Bob Slapin, a founder and vice president of Blue Chip Software, "Being a part of Britannica lets us continue to provide timely, high-quality programs in addition to opening up new opportunities for us."

Britannica's Stanley Frank, president of Britannica Learning Corporation feels, "Acquiring Blue Chip Software positions us to move into business and professional training as well as the college arena."

(See *Britannica*, page 4)

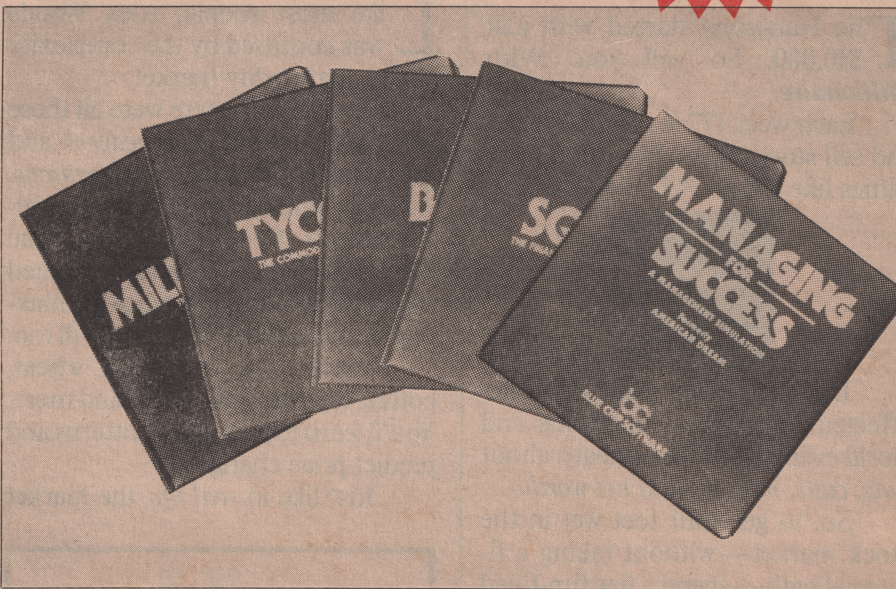
Blue Chip Software
puts Crystal Lake, IL
on the map.

CRYSTAL LAKE, IL. - Charles Lapp's social studies class has received more press in the past year than many professional economists receive in a lifetime.

It's all because of Blue Chip's investment simulation programs: *Millionaire* (stocks), *Tycoon* (commodities) and *Baron* (real estate).

Because of their newly acquired investment knowledge, Mr. Lapp's classes have been written up in *Forbes*, *Parents*, *Newsweek*, *Time*, *Family Computing*, *T.H.E. Journal*, even *Vogue* and *Playboy*.

(See *Crystal Lake*, page 4)



Blue Chip Software: 5 Ways
to Make Money and Have Fun.

Computer owners the world over are quickly picking up the ins and outs of high finance and big business. They're investing millions. And often doubling their money. Best of all, they never lose a dime.

(See 5 WAYS, page 4)

In Business Today

Blue Chip's stock market simulation, *Millionaire*, is so realistic it even has political, social and economic events that cause the market to fluctuate.

(Story on page 2)

* * *

The commodity market simulation, *Tycoon*, lets players trade everything from gold and foreign currency to oil and coffee. And like the *real* commodity market, it's totally unpredictable.

tion, *Tycoon*, lets players trade everything from gold and foreign currency to oil and coffee. And like the *real* commodity market, it's totally unpredictable.

(Story on page 2)

* * *

To learn what it takes to make money in real estate, players choose *Baron*. It includes commercial, residential and undeveloped property investment strategies.

(Story on page 2)

* * *

Squire, a real life exercise in money management, starts players off at age 35 with a net worth of \$70,000. Or lets them set their own *real life* parameters. The goal is to retire as a millionaire at 55.

(Story on page 3)

* * *

Managing for Success is a business simulation that makes players the CEO of a major corporation. They get firsthand experience in dealing with inventories, pricing, marketing, factory operations and more.

(Story on page 3)

TODAY'S CONTENTS	
Family Cashes in with Stocks	2
Learning the Commodities Market	2
Building a Personal Real Estate Empire	2
Middle-aged Retirement	3
Climbing the Corporate Ladder	3

The Harrison family made a million in the stock market. So can you.

The Harrisons started with just \$10,000. So will you. With *Millionaire*.

Each week (77 in all), you'll buy and sell stocks from *Blue Chip* companies like IBM, GM, and others.



Just like *real life*, stock prices are effected by market conditions and world events. You'll even learn about *puts, calls, margins* and *net worth*.

So, to get your feet wet in the stock market--without taking a financial bath--spend a few fun-filled hours with *Millionaire*. Soon you'll be making millions, too.

Macintosh™ (128K) \$59.95
Commodore 64/128™ (64K) \$29.95
Atari™ 800/XL/XE™ (48K) \$29.95

New for IBM® and Apple®!
Millionaire II

Millionaire II has everything the original game has -- and more.

It now has 90 weeks of play, new company information, color, better graphing -- even a 2-player option.

JOHN DOE	Week 14	BOB
Status: Novice	Main Menu	Status: Novice
Net Worth: \$18,888	Advance	Net Worth: \$18,888
Cash: \$18,888	Quick Descriptions	Cash: \$18,888
Interest Paid: \$0	News	Interest Paid: \$0
Interest Earned: \$0	Costs	Interest Earned: \$0
Change from Previous Week: \$0	Portfolio	Change from Previous Week: \$0
	Buy	
	Sell	
	North	
	End	
	Advance to the next week	
	Select action desired...	
	F1: Enter to Select F2: to Cancel F3: Help F4: Reference	

Plus, it's menu-driven, and you can change interest rates and commissions, calculate interest on cash, and *sell short*.

So, for the ultimate in a stock market simulation -- invest in *Millionaire II*. And make it even more fun to make millions.

IBM® PC/PCjr and compatibles (256K) \$59.95
Apple® II series (128K) \$59.95

Alex Woods learned the long and short of making money in the commodity market. You will too.

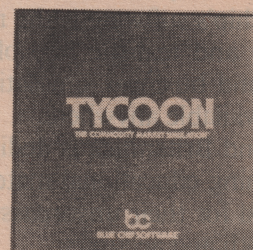
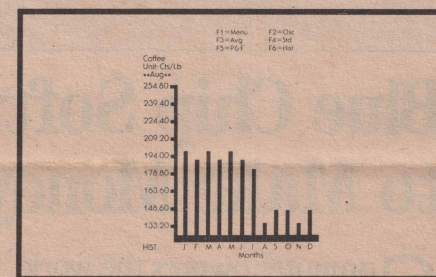
Like most people, Alex Woods was confused by the complexity of the commodity market.

For starters, there were all these unfamiliar terms, like *hedgers* and *speculators* or *long and short positions*.

But with *Tycoon*, The Commodity Market Simulation from Blue Chip Software, Alex quickly learned the terms and the strategies for making his investments pay. You will too.

You'll trade soybeans, wheat, coffee, lumber, gold, silver and more. You'll learn to pick up on patterns and predict price changes.

Just like in *real life*, the market



IBM® PC/PCjr and compatibles (128K) \$59.95
Macintosh™ (128K) \$59.95
Apple® II series (48K) \$49.95
Commodore 64/128™ (64K) \$29.95
Atari™ 800/XL/XE™ (48K) \$19.95

Carol & William Walker built a personal empire -- worth millions -- through real estate. Why don't you?

Carol and William Walker started with just \$35,000. And in five years they had made a million.

With *Baron*, The Real Estate Simulation from Blue Chip Software, you too can make your fortune in real estate.

TRIPLEX-3 2 BDRM UNITS Sol Vista Ln., Yorkers, NY	* 110 *
Never had a vacant unit--never will! Local U.S. Army munitions plant keeps demand high! Don't miss out on this explosive growth opportunity!!!	
Sale price (option): \$65,000 (2275)	
Down payment: \$13,000	
First mortgage: \$52,000 @ 11.0%	
Second mortgage: N/A	
Closing costs: \$ 1,950	
Cash required: \$14,950	
Monthly income: \$487	
1st Mortgage payment: \$495	
2nd Mortgage payment: \$ 0	
Operating expenses: \$108	
Net cash flow: \$ -116	
B for BUY O for OPTION L for LISTING	

Learn how to leverage your cash to invest in *residential, commercial* and *undeveloped properties*. Under-

stand when it's profitable to take out a *second mortgage*. And why options are a viable option.

In *Baron*, the mortgage and property appreciation rates are not just random numbers. They're based on *real life* historical models of the real estate market.

There are real life events, like economic swings, bank failures and natural disasters that will impact your net worth. In fact, you're even charged escrow fees, commissions and taxes.

If you've always wanted to be a land owner -- but didn't want to land in the poorhouse -- invest some time in *Baron*. And discover the economic power just waiting to be tapped in the world of real estate.

Aspiring manager, Henry Jordan, has what it takes to make it to the top. Do you?

Though Henry was just promoted to manager, he thought he had what it takes to head a multi-million dollar company. Like you, he just needed the chance to prove it.

Managing for Success, a new business simulation program from Blue Chip Software, gives you that chance.

You start out as the CEO of a \$100 million dollar corporation. You'll quickly learn that the most important part of climbing the ranks is to make good decisions. Ones that are beneficial to the entire company and not just to your department.

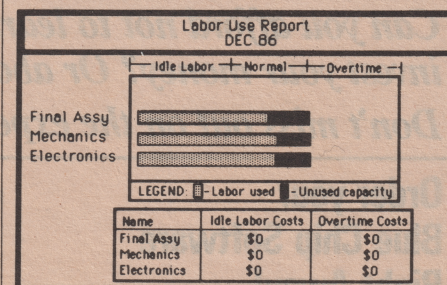
DESCRIPTION MENU	
Departments	Miscellaneous
Manufacturing Engineering	Balance Sheet
Finance	Cash Forecasting
Material Control	Cash Flow Statement
Production	Chief Executive Officer
Quality Control	Increasing Market Share
Research and Development	Improving Cash Flow
Sales and Marketing	Improving Profits
	Income Statement
	Market Conditions
	Work Sheet



IBM® PC/PCjr and compatibles (128K) \$59.95
Macintosh™ (128K) \$59.95
Apple® II series (48K) \$49.95
Commodore 64/128™ (64K) \$29.95

The three words heard most often about Blue Chip Software?
"Innovative.
Straightforward.
Easy-to-use."

You'll get first hand experience in dealing with inventories, pricing, marketing, factory operations, and more. And you'll discover the impact of short-term and long-term decisions.

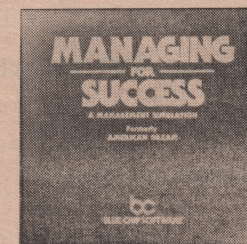


To make sure you're making the *right* decisions, you'll learn how to look at financial statements, market and labor reports and other information that's vital to a company's operations.

Blue Chip Robotics Balance Sheet -- DEC 86	
Assets	
Current Assets	
Cash	\$2,572,900
Receivables	\$3,444,108
Inventory	\$6,476,678
Net Fixed Assets	
Equipment	\$625,080
Total Assets	\$13,118,766 <
Liabilities	
Payables	\$742,156
Loans	\$0
Total Liabilities	\$742,156 <
Stockholders Equity	
Common Stock	\$10,845,916
Retained Earnings	\$1,530,694
Total Equity	\$12,376,610 <
Total Liab. and Equity	\$13,118,766

Plus, with the program's environmental editor, you can personalize the program to look and feel just like the company you actually work for.

So if you'd like to see how far you can go in business--without waiting around for that "big break"--put in some time with *Managing for Success*. And see how far you can go.



IBM® PC/PCjr and compatibles (256K) \$59.95

A middle class, middle-aged couple retires as millionaires. Will you?

They started planning for their future a little late. At age 35. Sound familiar?

But by the time they reached 55, they had turned \$70,000 into \$1 million.

Find out how you can do it too. Play *Squire*, The Financial Planning Simulation from Blue Chip Software.

By playing *Squire*, you'll quickly learn how to set financial goals. And how to create a strategy for achieving them.

CURRENT ASSET SUMMARY	
1. Cash and misc. assets	\$ 5,000
2. AA Corporate Bonds	\$ 5,000
3. D Corporate Bonds	\$ 3,500
4. Blue Chip Stock	\$10,000
5. Growth Stocks	\$ 5,000
6. Oil & Gas	\$ 7,500
7. IRA	\$12,500
8. Money Market	\$ 3,000
9. Collectibles	\$ 5,000
A. Real Estate	\$30,000
B. Cattle Feeding	\$ 0
C. Commodity Market	\$ 6,000
TOTAL	\$92,500

You will start this session of Squire with a net worth of \$92,500. Your starting salary is \$10,000 and your monthly income is \$4,000.

Are all values correct? (Y or N)

You can even set your own *real life* goals by using your actual income and other personal and financial information.

You'll learn to build a nest egg with a variety of investments including stocks, bonds, commodities, real estate, annuities and more.

Because *Squire* is so remarkably realistic, you'll take into consideration the inflation rate, taxes, the cost of college educations--even food, insurance and medical bills.

If you want to take a peek at your financial future--instead of just waiting to be surprised--enjoy a few games of *Squire*. Then apply what you've learned to the *real game* of life.



IBM® PC/PCjr and compatibles (128K) \$59.95
Macintosh™ (512K) \$59.95
Apple® II series (64K) \$49.95